

This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1-34. (Canceled)

35. (Currently Amended) A method for ~~tracking defective styles of garments of identifying, in a retail store, garment styles having a problem with fit or detailing, the method comprising:~~

associating a radio frequency identification (RFID) tag with each garment of a plurality of garments in the retail store, wherein the RFID tag includes style information of its garment;
scanning the RFID tagged garments that are taken to a fitting room of the retail store by a plurality of customers;

scanning the RFID tagged garments that are purchased after being taken to the fitting room;

comparing the RFID tagged garments that are purchased after being taken to the fitting room to the RFID tagged garments that are taken to the fitting room;

determining, from the comparison, RFID tagged garments that are tried on but not purchased;

compiling style information associated with the RFID tagged garments that are tried on but not purchased; and

identifying, from the compiled style information associated with the RFID tagged garments that are tried on but not purchased, ~~defective garment styles having a problem with fit or detailing that are tried on but not purchased; and,~~

~~reporting the defective styles to a user~~
wherein the garment styles that are tried on but not purchased are the garment styles
having a problem with fit or detailing.

36. (Currently Amended) A method for tracking consumer interest in ~~display merchandising~~ locations within a retail store comprising:

associating a radio frequency identification (RFID) tag with garments in the retail store;
scanning the RFID tagged garments to determine their ~~display merchandising~~ locations on a sales floor of the retail store;
scanning the RFID tagged garments that are taken to a fitting room of the retail store;
correlating the RFID tagged garments that are taken to a fitting room of the retail store
with their merchandising locations; and
showing, based on the correlation, the relationship between the frequency with which a
garment is tried on and the garment's merchandising location
~~compiling the display locations of the RFID tagged garments that are taken to the fitting~~
room;
~~determining, from the compiled display locations, display locations that attract greater~~
~~consumer interest based on the frequency by which garments associated with the display~~
~~locations are taken to the fitting room; and~~
~~reporting the display locations that attract greater consumer interest to a user.~~

37. (Currently Amended) A method for ~~tracking defective styles of garments of identifying, in a retail store, garment styles having a problem with fit or detailing, the method comprising:~~

associating a radio frequency identification (RFID) tag with each garment of a plurality of garments in the retail store, wherein the RFID tag includes style information of its garment;
scanning the RFID tagged garments that are taken to a fitting room of the retail store by a plurality of customers;

compiling the style information of the RFID tagged garments that are taken to the fitting room;

scanning, from among the RFID tagged garments that are taken to the fitting room, the RFID tagged garments that are purchased;

comparing the RFID tagged garments that are taken to the fitting room with the RFID tagged garments that are purchased;

identifying the RFID tagged garments that are taken to the fitting room but not purchased;

determining, from the compiled style information, ~~defective styles associated with garment styles of~~ the RFID tagged garments that are taken to the fitting room but not purchased; and,

~~reporting to a user the defective styles~~
wherein the garment styles of the RFID tagged garments that are taken to the fitting room but not purchased are the garment styles having a problem with fit or detailing.

38-42. (Canceled)

43. (Currently Amended) The method of claim 36 50, further comprising reporting to the user garments associated with the display merchandising locations that attract greater consumer interest.

44. (Canceled)

45. (Canceled)

46. (Canceled)

47. (Currently Amended) The method of claim 35, further comprising:
scanning the RFID tagged garments to determine their display merchandising locations in the retail store before the RFID tagged garments are taken to the fitting room; and
reporting to the user the display merchandising locations of the garments associated with the defective style garment styles having a problem with fit or detailing.

48. (Currently Amended) The method of claim 36, further comprising:
compiling the display merchandising locations information of the RFID tagged garments that are taken to the fitting room and subsequently purchased; and

reporting to the user ~~the display merchandising~~ locations of the RFID tagged garments that are taken to the fitting room and subsequently purchased.

49. (Currently Amended) The method of claim 37, further comprising:

scanning the RFID tagged garments to determine their ~~display merchandising~~ locations in the retail store before the RFID tagged garments are taken to the fitting room; and
reporting to the user ~~the display merchandising~~ locations of the RFID tagged garments that are taken to the fitting room but not purchased.

50. (New) The method of claim 36, wherein showing the relationship comprises:

compiling merchandising location information of the RFID tagged garments that are taken to the fitting room;

determining, from the compiled merchandising location information, merchandising locations that attract greater consumer interest based on the frequency by which garments associated with the merchandising locations are taken to the fitting room; and

reporting the merchandising locations that attract greater consumer interest to a user.

51. (New) A method for using fitting room data to identify garment styles having problems with fit or detailing comprising:

associating a radio frequency identification (RFID) tag with each garment of a plurality of garments in the retail store, wherein the RFID tag includes style information of its garment;

scanning RFID tagged garments that are taken to a fitting room of the retail store by a plurality of customers to determine tried-on RFID tagged garments;
correlating the tried-on RFID tagged garments to sales data to determine tried-on-but-not-purchased RFID tagged garments; and
compiling style information of the tried-on-but-not-purchased RFID tagged garments to identify garment styles having problems with fit or detailing.

52. (New) The method of claim 51, further comprising:

scanning the tried-on RFID tagged garments to determine their merchandising locations in the retail store before the tried-on RFID tagged garments are taken to the fitting room;
correlating the tried-on RFID tagged garments with their merchandising locations; and
showing, based on the correlation, the relationship between the frequency with which a garment is tried on and the garment's merchandising location.

53. (New) The method of claim 52, further comprising:

compiling merchandising location information of the RFID tagged garments that are taken to the fitting room;
determining, from the compiled merchandising location information, merchandising locations that attract greater consumer interest based on the frequency by which garments associated with the merchandising locations are taken to the fitting room; and
reporting the merchandising locations that attract greater consumer interest to a user.